

FRISCO FIRE DEPARTMENT  
EXHIBIT "C"

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# Sponsorship Benefits Package

Frisco Fire Safety Town



# SUMMARY

Frisco Fire Safety Town is a unique facility that provides children with the hands-on experience of safety training in a controlled environment. Frisco Fire Safety Town is located within the Central Fire Station Complex at 8601 Gary Burns Drive in Frisco. It consists of an educational facility with classrooms, a store, and the replica of a home to demonstrate in-home fire safety. As part of the home replica, a bedroom complete with a nontoxic smoke generator is active for children to experience the conditions of a house full of smoke which then allows students to practice escaping a burning building while in the safest possible environment.

This facility serves children of all ages with particular emphasis on those children in kindergarten through fifth grade. Primarily, Frisco Fire Safety Town provides field trip opportunities to children from public and private schools in the City of Frisco and within the Frisco Independent School District. Public safety educators from the Frisco Fire Department instruct classes and oversee the hands-on workshops. Frisco Fire Safety Town also serves as a safety training resource for other community organizations throughout North Central Texas.

Currently, there are over 15,000 students within the Frisco Independent School system in grades kindergarten through fifth with FISD projections showing a growth rate of 20% per year in the coming years. These children encompass our primary market with each student attending annual "Study Trips" to Frisco Fire Safety Town throughout each school year.

The secondary market is an additionally estimated 10,000 children and adult visitors from various community organizations throughout the area as well as other cities and states. Visiting groups include:

- ✓ Day care classes
- ✓ Summer camps
- ✓ Scouts and Brownies
- ✓ Neighborhood and community organizations
- ✓ Church groups
- ✓ Those interested in starting their own Safety Town
- ✓ And many more

We invite you to join our team!

## SPONSORSHIP INFORMATION

As a Frisco Fire Safety Town Sponsor you will receive prominent exposure throughout the project and several media avenues identifying your support of Frisco Fire Safety Town to the citizens of Frisco and the North Central Texas area. Sponsorship is limited by pad site availability.

### SPONSORSHIP PACKAGE INCLUDES

- ❑ Sponsor building design and naming rights for structure within the Plaza or Residential portion of Frisco Fire Safety Town.
- ❑ Logo placement on signage of sponsor building as per architectural design standards.
- ❑ "Your Company Name" prominently displayed on a full-page ad in the City of Frisco's monthly newsletter *"Focal Point"* once per year. Current circulation is approximately 30,000.
- ❑ "Your Company Name" to be mentioned in Frisco Fire Safety Town PSA to be aired on Frisco Government Access Channel on AT&T Cable, Channel 6 and Advantex Cable, Channel 12.
- ❑ Your company logo on informational programs which will be distributed to all visitors of Frisco Fire Safety Town.
- ❑ Prominent logo placement on Frisco Fire Safety Town website with hyperlink to company / sponsor website.
- ❑ Category exclusivity in company / sponsor sponsorship within the Plaza of Frisco Fire Safety Town.
- ❑ Exclusive usage of the Frisco Fire Safety Town in company / sponsor "Day on the Town".
- ❑ Exclusive use of company / sponsor building in Frisco Fire Safety Town during Special Events hosted by the Frisco Fire Department with on-site product promotion and couponing.
- ❑ Use of Frisco Fire Safety Town logo and phraseology as per Sponsorship Agreement.
- ❑ Admission tickets to City of Frisco sponsored special events for company / sponsor Employees and Family.
- ❑ Annual Sponsorship Service Report measuring number of Frisco Fire Safety Town visitors.